VIEWING MKTS BY SYSTEM

- **BUSINESS SYSTEM**

  8000 series (8032, printer, disc drive) CBM
  Software (Gen. Ledgr. Invent., Pay/Rec, Payroll, Tax, Wordproc.)
  64K Expansion (PASCAL w. WORDPROC.; VISICALC; spec. prog.)
  Documentation?

- **EDUCATION SYSTEM**

  Inexpensive (8/16K) CPU or B&W version of COLORPET
  Courseware avail or developed
  If pool is created (make CUE work) softw. spt. becomes sales pitch

- **CONSUMER SYSTEM**

  COLORPET / B+W COLORPET
  8/16K PET w self contained disc (abandon 8K?)
  SOFTWARE? DOCUMENTATION?

- **HOBBYIST SYSTEM**

  ? PET/CBM/COLORPET/KIM

- **SCIENTIFIC/LAB/INDUSTR. SYSTEM**

  IEEE IS KEY - PET/CBM/COLORPET
  SOFTWARE + INTERFACE (CONSUMER PROVIDES OWN)

DEALERS

800 EXISTING DEALERS

WHAT IS CURRENT PROFILE ?

WHAT IS DESIRED MIX? CRITERIA?

i.e. business systems oriented
custom software/programming
service/repair
Location
orientation (hardware, multi-tiered, system, consumer, spec. markets)

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1. BUSINESS SYSTEMS DEALER
   Sells the business solution
   CBM total system (CPU, Printer, Disc Drive)
   " software (custom/non Commodore/Commodore)
   High CPU/Printer/Drive ratio

2. CONSUMER DEALER
   Sells the PET to hobbyists & home users
   Store may resemble an arcade (lots of walk-ins)
   Will sell COLORPET
   (?) if price isn't key or dealers balk, will they continue selling higher margin Apple/Atari over COLORPET? Variables - Atari Education System, Apple Graphics, A/A MARKTG Strength, Superior Software ... Our advant. is PRICE. WHAT ELSE ?

3. (?) AV DEALER
   OFFICE MACHINES - AV DEALER - COMPUTER DEALER -
   Education mkt - ready-made.

4. SPECIALIZED/VERT. MKT. DEALER (auto, real est. etc.)
   similar to no. 1 in specialized field - hardware-software.

* Do We Include Diff. Types of
* Dealers for Business/Consumer

DEALER PROBLEMS

(Address w. marketing)
? ? ? ? ?

- Dealers don't like PETS as well as hobbyists. They don't know how good it is or what it can do.
- Prefer to sell Apple because of:
  - Strong sales/mktg/svc. support
  - Strong aftermarket (peripherals, software)
  - Excellent software

  dealer 75% 40% Apple
  pets - 25-30% fm CBM
- Commodore has history of missing production, delivery, technical, R+D commitments.
- All dealers are having trouble selling business systems + software... they need help. and profit.

  only help required we need a caravan sch of 3-4 traveling. Give dealers 100%. internally: wise hardw/softw guy. If he has to go out they he is rented at #X per day. sales trng.
- Local computer dealers aren't familiar with education market, don't have expertise, or time to learn & aggressively sell here.
- Commodore's documentation is the worst in the industry.
- No previous ongoing Commodore-Dealer communications
- Financial - financing inventory, a problem, esp. when receivables lag.

  IF dealer make him commit - personal commitment
- Dealers reaction to CBM consumer "COLORPET" is unpredictable.
- Dealers may use our ad campaign to sell Apples... should we bring customers to the store before dealers are turned around psychologically?

  MS6 to end user - why PET is better than anything
  show a particular program which the computer does for a particular mkt. For every machine above last mo's sale you get an extra 10%.
- Go to new dealers who need us - not the dealers who don't need us.

  800 Goes to ofc mach. dealers
  Take one guy in one city + make him the richest dealer in town.

SLOAN - GEN. MOTORS WANTED TO BUILD DEALERS SUPPORT THE LOCAL GUY.

RECOMMENDATIONS

① Profile all current dealers — BASED ON CREDIT
- determine current "mix"
- determine future ideal "mix" & criteria

② Help existing dealers sell the business and/or consumer/hobbyist market (esp. business)

③ Give the education market to AV suppliers, who already know the market... recruit and train them and turn them loose.

④ Establish a dealer bulletin... give each dealer a Commodore Sales Support binder. Issue bulletins in different colors for:
- technical/svc information
- new product announcements
- advertising announcements
- training information
- etc.

throw out + replace the old one.

Proven dealers Hand carry - part of re-educated dealer. JT suggested

CHUCK FOWLER - Svc. mgr. - Info fm BARTON'S info - goes to Co.

STRUCTURE!

⑤ Get consumer info. (profile cmptr. buyers) and gear the advertising message to the proven hot buttons of these buyers. Also, address the dealer concerns subtly but clearly in the consumer ads. [OUTSIDE MKT. RSCH.)

MKT RSCH man in chg should know already. We don't buy MKT rsch. We buy the man who knows. New bus. - nobody has the answer.

⑥ Stress business Systems to increase printer and disc drive to CPU ratio.

⑦ Advertising - tie the ad campaign to specific mktg. goals (i.e. address dealer problems, sell bus. systems so buyer takes a whole syst. home, show how much better our hardware is - maybe with a comparison chart.

RECOMMENDATIONS (CONT'D)

(8) SALES KIT
- HOW TO SELL PETS TO EDUCATORS
- HOW TO SELL PETS TO BUSINESSMEN
- " " " " SCIENTIFIC/INDUS. COMMUNITY
- " " " " HOME CONSUMERS

(9) COMMODORE TRAINING PROG.

(10) COMMODORE SOFTWARE GRANTS

— PUBLICIZE!!!

(11) PERIPHERALS/SOFTWARE DIRECTORY
- A BULLETIN COULD INCL. ALL KNOWN PET ACCESSORIES + SOURCES.
- A MAGAZINE MIGHT PRINT — COULD BE IMPRESSIVE SALES P.O.S. HANDOUT

(12) IMPROVE PET USER NEWSLETTER!!

(13) GET MORE PET/CBM ARTICLES WRITTEN - MAKE EDITORS AWARE OF UNIQUE APPLICATIONS.

WHO HAS THIS ALREADY?

SALES KITS ALREADY

POSTERS

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